Adobe® Digital Imaging

Adobe Photoshop 5.5, Photoshop LE, ActiveShare and ActiveShare.com, PhotoDeluxe, *Kodak* Picture CD

Frequently Asked Questions

Frequently Asked Questions about the Adobe Digital Imaging Product Family

The Adobe Digital Imaging Product Family

Q: How does Adobe see the Digital Imaging market developing in the next few years?

Adobe believes that with the proliferation of digital cameras, low cost PCs and scanners, and almost universal access to the Web, the dynamics are in place to enable the masses to tap into the excitement and opportunities offered by digital imaging. From the vacation pictures we take to the graphically rich Web sites we browse, digital imaging technology is quickly becoming pervasive in our daily lives.

Q: How is Adobe helping customers take advantage of digital imaging opportunities?

Adobe, developer of Adobe® Photoshop®, the world's leading image editing software, offers a complete family of digital imaging solutions, making it possible for everyone to participate in the digital imaging experience. Adobe's complete family of digital imaging products now includes Adobe® Photoshop® 5.5, Adobe Photoshop® LE, Adobe PhotoDeluxe®, and Adobe ActiveShare™. Adobe's unique family of digital imaging products serves the full range of customers from Web professionals to traditional graphic designers, business professionals and consumers of all skill levels.

Q: Where do Adobe's digital imaging products fit into the company's overall web strategy?

With the world's only complete family of digital imaging software for every level of user, Adobe is poised to extend its digital imaging leadership to the Web with solutions that enable everyone to participate. Just as in print, visually rich Web content is an essential element for capturing and holding viewers' attention. There is a myriad of opportunities for leveraging visually rich images on the Web from consumers sharing photos to booming e-commerce businesses for professionals. Adobe's complete family of digital imaging products offers home users to professionals a seamless migration path through an integrated family of products as they grow into digital imaging for the Web. Now everyone can participate in the digital imaging Web experience.

Q: How do Adobe's digital imaging products work with Adobe's other award winning applications?

Each of Adobe's digital imaging products features tight integration with a complete family of award winning graphics and authoring applications from Adobe including: Adobe Acrobat®, Adobe After Effects®, Adobe GoLive®, Adobe Illustrator®, Adobe InDesign®, Adobe PageMaker®, Adobe PageMill® and Adobe Premiere®. Adobe's digital imaging products in tight integration with graphics and authoring applications, enable users to create compelling designs, digital imagery and motion graphics for multimedia, print and the Web.

Adobe

Adobe Photoshop 5.5

Q: What is the most compelling aspect of Adobe's newest version of Photoshop, Adobe Photoshop 5.5?

Once again setting the standard for graphics and Web professionals, Adobe Photoshop 5.5. provides the first integrated solution for professionals who need to produce the highest quality images for both Web and print. Photoshop 5.5 includes Adobe ImageReady™ 2.0, the cutting edge Web production component that looks, behaves, and interacts seamlessly with Photoshop to provide a complete creative environment. This eliminates the need for customers to use multiple applications, which restricts both creativity and productivity.

Q: What are its new features and their benefits (how does it differ from 5.0.2)?

Photoshop now includes a set of advanced features for optimizing and compressing Web graphics. For more advanced Web graphics tasks—such as JavaScript rollovers, animation, and image slicing—a "jump to" icon quickly transfers the image to Adobe ImageReady. Multiple LiveView panels in Photoshop 5.5 software's new Save for Web window let designers quickly find the best compression options—translating into shorter image download times and higher quality Web graphics. The new Lossy GIF feature dramatically reduces files size, as much as 10-50% smaller than previously possible, with minimal loss of image quality. Advanced Web features are available in the Adobe ImageReady software component, where designers can slice large graphics into HTML tables with the new Slice tool and create powerful JavaScript rollovers without writing a line of code. Layer-based animations and image maps make these a snap. Adobe Photoshop 5.5 software also addresses the tedious and time-consuming task of image-masking with the new Background Eraser and Extract Image command. With these tools, users can quickly create transparency and "decontaminate" edge pixels so images can be cleanly composited on another background, saving hours of working with complex selections. Photoshop 5.5 software's new creativity features extend even further with the new Art History Brush, which allows users to create an entirely new genre of images by interactively applying realistic paint strokes. Instant contact sheets streamline the process of presenting and sharing images with colleagues and clients by outputting images to picture packages or online Web galleries.

Q: When will Photoshop 5.5 begin shipping? How much will it cost?

Adobe Photoshop 5.5 is available now for an estimated street price of $609 (U.S.). Registered Photoshop 5.0 and ImageReady 1.0 users in North America will be able to upgrade for the special estimated promotional price of $129 (U.S) after rebate until May 2000. All other registered users of previous versions of Adobe Photoshop will be able to upgrade for an estimated street price of $199 (U.S.). For more information customers can call 1-800-492-3623 or visit http://www.adobe.com/prodindex/photoshop/main.html.

Q: What is the level of integration with Adobe GoLive?

Adobe Photoshop 5.5 in combination with Adobe GoLive provides the most complete solution for designing and authoring Web sites. Users can move files seamlessly between the two applications. Both Photoshop and GoLive allow for the creation of advanced JavaScript rollovers, so multiple workflows are possible when using the two applications together. An image can be optionally sliced and then exported directly to GoLive where rollovers are defined, or the complete rollover behavior can be defined within Photoshop. In the latter case, Photoshop will export complete HTML and JavaScript code that is compatible with GoLive.

Q: Is Photoshop tightly integrated with Adobe ImageReady 2.0?

Yes. A "jump-to" button in either application automatically saves the current file and opens it in the other application for additional editing. In addition, after jumping back and forth between applications, all edits performed in the prior application are easily undo-able in the History palette. Furthermore, in order to minimize the amount of jumping that is required, Photoshop contains all of the core Web export features, and ImageReady includes some basic image touch-up capabilities.

Q: Will Adobe continue to sell ImageReady as a standalone product?

There are no plans to continue selling ImageReady as a standalone product at this time. Our research shows that over 90% of ImageReady customers also own Photoshop and wanted to see the two applications combined.

Adobe Photoshop LE

Q: What is Photoshop LE?

For computer-savvy business professionals and photo enthusiasts, Photoshop LE is a light and affordable, but still powerful version of Photoshop that offers professional level results. Previously an OEM-bundled solution only, Photoshop LE will now be sold as a standalone product through retail outlets and the Web. Sophisticated business publishers and serious hobbyists whose image editing skills in have surpassed Adobe PhotoDeluxe, yet who require only a subset of the features offered in Photoshop can now select the new Photoshop LE.

Q: How does it differ from Photoshop 5.5?

Adobe Photoshop 5.0 LE is based on the full version of Adobe Photoshop—the world-standard image editing tool that is preferred by Web and graphics professionals. Offered at a lower price, Photoshop LE provides an affordable alternative for photo hobbyists and business professionals who want professional style imaging tools but don't need the full range of Photoshop functionality. Photoshop LE provides these users with the essential functionality and ease of use they need to edit, enhance and create images that look as captivating as those created by professionals.

Q: Who should use Photoshop LE?

Photoshop LE is designed for photo hobbyists, computer-savvy business professionals who are interested in digital imaging and want an affordable entry to the world standard digital image editing solution.

Q: Why would a customer purchase a limited edition instead of Photoshop 5.0 or 5.5?

Photoshop 5.0 LE delivers an introductory set of features for users whose image editing skills have surpassed the basic level of Adobe PhotoDeluxe, yet who do not yet require the professional sophistication of the full version of Photoshop. Photoshop LE offers customers a more affordable option for learning the award-winning Adobe user interface and getting a head start on using the entire line of Adobe professional graphics products.

Q: When will the product be available?

Adobe Photoshop LE will begin shipping in July 1999.

Q: How much will it cost?

Adobe Photoshop LE is expected to ship in July for an estimated street price of $99 (U.S.) and will be available for purchase through retail outlets and on the Web. Registered Adobe PhotoDeluxe users can upgrade to Adobe Photoshop LE for $79 (U.S.) direct from Adobe. For more information customers can call 1-800-492-3623 or visit http://www.adobe.com/prodindex/photoshop/main.html.

Adobe ActiveShare & ActiveShare.com

Q: What is Adobe ActiveShare and ActiveShare.com?

ActiveShare and ActiveShare.com is an integrated solution of desktop software and a Web environment that allows consumers to participate in Internet Sharing—a way to visually communicate and share experiences by showcasing important events and information easily and seamlessly on the Web. With a direct connection to Adobe ActiveShare.com, it's easy to post photos on the Web, send email, or just create personal communities to bring circles of family and friends closer together. Adobe ActiveShare.com even makes it easy for the novice to get involved by providing a place to find information on getting started themselves, or just communicate with others. Adobe ActiveShare desktop software helps consumers quickly get photos into the computer, perform basic edits, organize them into albums and then share them via the Internet.

Q: What type of user are these solutions for?

Adobe ActiveShare and ActiveShare.com are for Home PC users and consumers who want a better way to communicate and share with family and friends on the Internet using photographs, but who lack a quick and easy way to import and export images on their PC.

Q: What problem is ActiveShare and ActiveShare.com solving for users?

Adobe takes the digital imaging experience a step further with the Adobe ActiveShare.com Web environment, where consumers can effortlessly create personal communities on the Internet for sharing their visual experiences, participating in discussions and showcasing important events. For users who already have a digital camera, Adobe ActiveShare makes it easy for even the most novice user to quickly get photos into the computer, organize them, perform basic editing tasks, and share them on the Web, in e-mail or in print. For novices, getting digital images into the computer is still difficult due to disparate import mechanisms, varying file formats and proprietary software that comes with imaging hardware. Once imported, organizing and finding images can become difficult. In addition, photos are rarely perfect the first time around so users need basic tools to clean up (red eye, instant fix, rotate, crop).

Q: How will ActiveShare.com compare with other digital photo editing, sharing and storage facilities such as myfamily.com?

While there are many point solutions that contribute to the digital imaging ecosystem Adobe ActiveShare and ActiveShare.com are a unique software to Web combination that together, give consumers a start-to-finish process for getting into digital imaging and ultimately sharing their images in personalized Internet communities. Adobe has taken its years of digital imaging expertise and customer research results to address user needs with ActiveShare and ActiveShare.com, as problems and barriers still exist when it comes to digital imaging. Unlike many of the disparate point-products available today, whether software packages or destination websites, ActiveShare and ActiveShare.com provide consumers with an end-to-end solution.

Q: How does ActiveShare compare with Microsoft's Windows Image Acquisition Architecture (WIA)?

Today, WIA is a press release. While WIA is aimed at simply getting photos into the PC, our technology focuses on more aspects of digital imaging: acquisition, management and editing. Depending on how it manifests itself, we may leverage the technology, as we've done with TWAIN. Since WIA is at the operating system level, we can build on top of it to bring photos into ActiveShare.

Q: How will Adobe ActiveShare be distributed to consumers?

Adobe ActiveShare software for Windows 98 will be featured worldwide beginning in early August, on Intel's WebOutfitter site (www.intelweboutfitter.com) for owners of Intel Pentium® III processor-based PCs. The software will be available in the following languages: English (U.S. and International), Japanese, French, Italian, German, Spanish, Brazilian Portuguese, Korean, and Chinese. In early October, consumers worldwide will be able to go to Adobe ActiveShare.com for tech support, services, and to download the ActiveShare software for Windows 95 and 98. Adobe ActiveShare software will also be bundled with digital cameras, scanners and printers.

Q: How much will it cost?

To the end user, ActiveShare will be free with the purchase of another Adobe product or service.

Kodak Picture CD with Adobe Imaging Software

Q: What is *Kodak* Picture CD?

Kodak Picture CD is the first product resulting from an agreement between Eastman Kodak Company and Intel Corporation companies to bridge traditional pictures with digital imaging. Picture CD ushers in a new era in photography by giving people the benefits and options digital photography offers, without changing how they take pictures or have film developed. The CD is an innovative, auto-running CD-ROM that features an easy-to-use software interface from Adobe Systems, Incorporated; it incorporates consumers' pic-

tures with a variety of built-in software applications designed to turn consumers' PCs into their own photography studio. With Picture CD, anyone can touch-up pictures, e-mail pictures to friends and family, enhance pictures by adding special effects—among other things. Picture CD's introduction in these eight markets follows a successful four-month test in Indianapolis and Salt Lake City where research found customers very satisfied with the product.

Q: What software, tools, etc., are on *Kodak* Picture CD?

Kodak Picture CD is a complete, all-in-one product containing built-in software to make the user's experience as easy as possible. The photo-editing software was developed by Adobe Systems. Everything from viewing pictures and e-mailing pictures using Intel® Email postcard, to zooming, cropping and removing red-eye, etc., is just a mouse click away for consumers. Picture CD's easy-to-follow on-screen instructions lets users-from computer novices to experts-navigate easily through the CD's options using a magazine format.

Q: Will *Kodak* Picture CD work with other Adobe products such as Adobe ActiveShare and Adobe PhotoDeluxe?

Adobe ActiveShare and Adobe PhotoDeluxe offer seamless integration with *Kodak* Picture CD. Customers who have chosen to process their film as a *Kodak* Picture CD may want to use Adobe ActiveShare for sharing, managing or emailing photos to friends. Adobe ActiveShare also provides an easy way to connect to Adobe ActiveShare.com. For customers using *Kodak* Picture CD or Adobe ActiveShare who want more image editing capabilities, PhotoDeluxe offers many guided activities and templates to take consumers to the next level of digital imaging.

Q: When is *Kodak* Picture CD available? How much does a Picture CD cost?

Kodak Picture CD is currently available at national retailers, including CVS, Eckerd Drug, K-Mart, Target and Walgreens The roll-out will be systematic by retailer, with individual retail chains receiving new film processing bags, point-of-purchase materials and training to provide Picture CD service. By July, Picture CD will be available throughout the United States. Picture CD is expected to retail for an estimated price between $8.95 - $10.95 (U.S.), depending on service turnaround times. Retailers will offer Picture CD as an add-on to developing and processing traditional prints.

Q: Is *Kodak* Picture CD available for both Mac and Windows?

At the national and international roll-out, Picture CD will be available on the Windows platform. Plans call for Picture CD to be fully compatible with the Macintosh operating system later in the year. The current issue of Picture CD (Vol. 2, Issue 2) provides preliminary Macintosh support: basic picture viewing, exporting and printing functionality are available to Mac users.

Adobe PhotoDeluxe

Q: Where does Adobe PhotoDeluxe fit into Adobe's digital imaging product family?

For home and family photo projects, PhotoDeluxe continues to be the world's best-selling consumer photo editing software. PhotoDeluxe offers hundreds of guided activities and templates for nearly every conceivable home project and free content every month that users can download from the Web. Even the most photographically challenged will find it easy to transform a below-average snapshot into a treasured memento for family and friends. With Adobe PhotoDeluxe Business Edition, customers can customize photos quickly and easily, then drop them into one of hundreds of professionally designed templates for marketing a business.

Q: Is Adobe coming out with a new version of PhotoDeluxe?

Although Adobe can not discuss future product plans, we can say that Adobe has plans to continue further development of Adobe PhotoDeluxe and will integrate it closely with Adobe ActiveShare and ActiveShare.com.

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